



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

185 East 85th Street, New York, N.Y. 10028 - (212) 289-0420

Vol. IV, No. 4, January 1976

SURFACE INTEREST DOMINATES INTERSTOFF

The 34th Frankfurt Fabric Fair set a tone of quiet luxury and elegance for Fall-Winter '76-'77. Its Big News lay in the many innovative treatments that result in a variety of new texture concepts; in colored woven fabrics; and in still further forays into ethnic-geographic domains for prints. One of the newest: Persian rug patterns. Interstoff's predilection for coordinated fabrics continues; especially random coordinates, i.e., go-togethers that don't match, yet live in compatible symbiosis.

THE SOFT-SURFACE TEXTURES: BRUSHED, hairy, sanded, sueded, fleeced, napped ... FLANEL, newest in red, brown or blue, FLAN-NETTE expected to replace pilou because, reportedly, it doesn't pill ... TWEEDS, including Harris and McNutt, are favorite coordinates ... TARTANS from mini to grandiose, the newest-looking those of ancient clans ... Velvet, velours ... Bedford and baby cord, lush mid-wale corduroy ... Etamine, chenille ... MOHAIR, long hair and llama, as well as angora and alpaca, add luxe to many weaves.

THE HARD, CRISP TEXTURES: GLAZED, polished, chintzed, slubbed, nubbed, looped or quilted in varied patterns -- cartridge, vertical, horizontal, diamond, chevron ... TEXTURED WOVENS, thick-and-thin, or emulating knit stitches ... DRY-HAND CLASSICS, light-weight, compact: Gabardine, twill, drill, challis, linen looks, boucles, crinkled surfaces.

COTTON, brushed or not, was confirmed as a year-round fabric ... JUDO CLOTH, plain or patterned in neat stripes, often with a superimposed motif, emerged an important contender.

KNITS are in lighter weights and finer
(continued on page 3)

COPYRIGHT 1976, FI PUBLISHING, INC.

T-SHIRTS AND SKIRTS: SPRING-INTO-SUMMER

It's what's on TOP that counts with the big SKIRT REVIVAL. With knit T-shirts firmly established and skirt sales climbing to equal pants sales, it's very likely these two will constitute the Spring/Summer uniform.

T-shirts take two directions: fitted and short-sleeved, or longer and looser as tunics.

Skirts are more detailed than ever. The volume silhouette has easy fullness and swings -- narrow skirts are an incoming trend.

T-SHIRT STYLING: Apart from items such as the classic French POLO SHIRT -- navy/red collar and sleeve banding with China credit card emblem (Hechter) -- with trapunto-stitched collar and sleeves (Beldoch Popper) ... the basic JEWEL or CREW NECK with SHORT SLEEVES (Givenchy) ... SIGNATURE T-SHIRTS (Givenchy, Yves St. Laurent, Beldoch Popper, Pierre Cardin, Anne Klein, Calvin Klein) ... the tunic BIG SHIRT (Tric-Trac) ... the laced-front GAUCHO (SCOA) and the PEASANT-T (Beene Bag, V & J Designs), styling depends on neckline, sleeve, and shoulder treatments, plus embroidery, lace insertions, appliques, and silk screen engineered prints.

STRIPED T-SHIRTS are widely shown and should be major: graduated narrow to wide -- with square armhole (Ellen Tracy) -- ombres, multi-stripes in rainbow colors to the ever popular Rugby. Interwelt stripes give a striated Missoni-like look.

The TANK-T for late Spring-into Summer is shown alone or under Chanel-look cardigans. Key-hole front or back cut-outs, bust-out V's, scoop fronts/square backs, open detail straps offer newsy variations on the classic undershirt tank.

NECKLINES: The new volume neckline is the
(continued on page 2)

T-SHIRTS AND SKIRTS (cont'd from pg. 1)

BATEAU -- long- or short-sleeved in dish toweling (Emesse) -- epauletted (Skyr) -- shoulder-buttoned (J.L. Sport, Pierre Cardin), frequently STRIPED ... next come the wide, open U-NECKS, SCOOPS and SQUARE NECKS, detailed with double welt bandings (Skyr) -- multi-color topstitching (Rosanna) ... SAILOR COLLARS ... V-NECKS -- mitered and cap-sleeved (V & J Designs) -- miter-striped with short kimono sleeve (Pierre Cardin) -- with roll-up long sleeve (Yves St. Laurent) -- V'd front and back (Crazy Horse).

SLEEVE AND SHOULDER TREATMENTS: Shoulders are dropped, extended, buttoned, snapped and lapped like an infant's undershirt. Long sleeves will be worn right into Summer and are flared or cuffed. Short sleeves are also cuffed, or roll up. The short kimono sleeve is new, while the muscle or cap sleeve, sometimes raglan, will continue for volume. Yoke cuts are shown, frequently used to incorporate a kimono or cap sleeve.

DECORATIVE TREATMENTS: Embroideries -- hand-embroidered motifs from India (MST Division of Maggie Sweet) -- allover Schiffli embroidered dollar sign, fleur de lis or flags on T-shirts with coordinated skirts (Riva-Matlick) ... lace insertions, edging, tatting (SCOA) ... tie dyes with matching scarves (Eternal Designs for Tric-Trac) ... screen prints on muscle sleeve T (James Berry for Nugal) ... whimsical appliques (San Francisco Tea Party).

SKIRT STYLING: Soft and highly detailed with pockets -- cargo, slit, crescent, stitched, bellows, slouch ... hip-hugging yokes ... side, front, back pleats ... rope and ribbon belts ... elasticizing ... buckles and tabs ... galosha closings ... pin-tucking. Lengths: 27 inches for volume -- 29 inches to mid-calf for high fashion.

SILHOUETTES: Front and back WRAPS are major. Print wraps continue and will be volume. New wraps are detailed with pockets, elasticized waists, buckle and tab sides -- pleat fronts ... BUTTON FRONTS are equally important -- sailor pants, double-buttoned (Crazy Horse, Riva-Matlick) -- side-buttoned (Maggie Sweet) ... the A-line button-down for

volume ... FLY FRONTS -- side tabbed, elasticized waist (Finity) -- back-pocketed, kick-pleat (Guy Laroche) ... Another continuing silhouette is the GORED SKIRT, from 4-gore to 10-gore -- tucks combined with top-stitched gores (Tudor Square) ... DIRNDLS are moderately full -- elasticized hip with front pleat (V & J Designs) -- yoked (Classic of Boston) -- paper bag ruffle waist (Don Sayres for Gamut) -- elasticized funnel waist (Ellen Tracy) -- with removable double-pocket sash (Sportwhirl).

OTHER NEWSY SKIRTS: The CULOTTE, Paris-inspired and now appearing on the American scene, holds promise of becoming a Summer winner ... the BALLERINA -- in railroad stripes or calico prints (Emesse) ... TIERS -- stitched pleats, tiered broomstick skirts with matching shirts (Bill Haire for Friedricks) -- midcalf gypsy with elasticized waist (Cinnamon Wear) ... THREE-CORNERED tablecloth-embroidered calico (Newcomer) ... HANDKERCHIEF HEMLINE in mitered striped gauze (Ellen Tracy) ... BIB FRONT BACK WRAPS.

FABRICS: For T-shirts, the tried and true basics continue in all cotton or cotton polyester: interlock, ribs, jersey knits, stripes. In skirts, it's the naturals: denim, cotton, linen, muslin, beggar's cloth.

PRINTS range from Liberties and small figuratives to border prints, ethnics and batiks. Black ground Chinoiseries are outstanding (Elyse).

COLORS: Clear and bright, ranging from pastels -- apricot, lilac, blue, rose, mint ... to neutrals -- slate, stone, putty ... to gypsy brights -- geranium, violet, peony, parsley, daffodil ... to basics -- red/white/blue, BLACK is strong alone or in color combinations.

IMPORTANT DATES IN FEBRUARY

- Feb. 2-5.....MAIT Knitwear - Florence
- Feb. 2-13.....Summer RTW Shows - N.Y.
- Feb. 7-10.....SEHM - Menswear - Paris
- Feb. 7-10.....Knitwear; Children's-Paris
- Feb. 8-10.....Nat'l Shoe Fair - N.Y.
- Feb. 8-11.....Jewelry Trade Fair - N.Y.
- Feb. 8-13.....India Trade Fair - Dallas
- Feb. 9-13.....Israeli Fashion Wk-Tel Aviv
- Feb. 22-25....Pitti Bimbo - Florence
- Feb. 28-Mar.5 RTW Festival - Hong Kong

INTERSTOFF (continued from page 1)

constructions ... many are DOUBLE-FACED, all bear some sort of texture or surface interest: Shiny SINGLE KNITS in rayon/poly/cotton -- silky or tweedy DOUBLE-KNITS -- interlock JERSEY -- RASCHELS with thick-and-thin or inlay yarns.

PRINTS AND WOVEN PATTERNS: TOUCHING PATTERNS leave little or no grounds showing, even when the latter are clear and bright ... Ethnics now give way to FOLK-LORE motifs, many from geographically-new sources: PERSIA and KASHMIR -- PERSIAN RUG PATTERNS are newest -- Mosaics -- PAISLEY, from miniature to big and swirling ... AFRICAN batiks and bi-color geometrics ... South, Central and North AMERICAN INDIAN patterns abound -- Wovens inspired by Navajo blankets, combining neutral grounds with bold stripes and sparkling-bright blocks (Twintex) spell volume for Fall '76

... CONVENTIONAL PRINTS: MENSWEAR haberdashery in all sizes -- bordered -- engineered -- foulards -- checks, plaids and stripes -- motifs set into squares, triangles or ombred at random ... FLORALS: Tiny and touching, wallpaper patterned, chintz, provincials ... FIGURATIVES: Hats, drums, animals, fruits and cartoon figures, usually amusing.

COLORS: RED still #1, the whole family from true red to turkey, cranberry, cherry ... PURPLE, from deep plum and royal to mulberry, violet, magenta, fuchsia ... GOLD -- curry, mustard, ginger, cayenne -- BRANDY into BROWN ... spruce and olive-green ... NAVY ... GRAY continues the leading neutral, followed by taupe, oatmeal, farina, bran.

NEW PRINTS ON PURIST FABRICS AT IDEACOMO

Innovative print patterns on PURE SILKS and WOOLS with a dryer, often dull, finish, characterized the 46 Fall lines shown at the Como Fabrics Show.

SILKS: Pure, or mixed with viscose or acetate ... Silk-crepes and satin-failles have added weight, more rigidity and dull finish.

WOOLS: The "noble" fibers predominate -- cashmere, camelhair, alpaca, buttery mohair with an air of transparency ... TWEED undulates like an old tapestry weave ... KNITS: Bantam-weight, bulky boucles (Helita) ... Knit/print/solid combos in wool-mixtures.

PRINTS AND PATTERNS: STRIPES -- thick and thin, vertical, horizontal, wavy, sometimes overprinted with birds, florals, geometrics ... BIRD PRINTS -- small bright birds spaced on thick foliage (Bini) ... AUTUMN FLORALS -- some large scale, but mostly reduced to allover ... TAPESTRY FLORALS -- deep rich colorations as well as clear pales, streaked grounds giving the look of warp prints (Bernard Nevill for Cantoni) ... TINY GEOMETRICS or FLORALS for new shirting patterns ... CONVERSATIONALS look new in small spaced arrangements -- men reading newspapers -- firemen or windmills -- leading to fresh-looking striped pattern of motifs from many periods and places, mixed together ... ANIMAL PRINTS continue -- leopards, crocodiles, tigers, zebras, foxes -- allover Persian cats (Maserica).

COLORS: Dark, deep grounds -- madder red, maroon, teal, Prussian blue, brown -- Black, all the grey family -- BRIGHTS -- ginger snap, petunia, lapiz, turquoise, lacquer red ... Neutrals -- sand to earth.

FI BOUTIQUE BEAT -- MILAN

Palace Museum, Ripa de Porta Ticinese 13. Liberty jewelry, lamps, handbags. Dresses from the 20's to current labels such as Krizia, Billy Ballo. Lots of quilted Orientalia.

Galtrucco, Piazza del Duomo 2. One of Italy's best fabric stores. Some men's and women's ready-to-wear. From San Lorenzo, Caumont, Burberry.

Gulp Di Gabriella, Via Santo Spirito 14. Young sportswear designs ... Some late-day clothes ... Designs by Vicky Tiel, Ossie Clark ... Accessories.

Caumont, Via Gesu 4. New showcase for this leading Milanese designer's apparel.

Cose, Via Della Spiga 8. Italian & French ready-to-wear.

EUROPEAN KNITWEAR TRENDS

Fashion's emphasis on "natural" woven fabrics and fibers is spurring knitters' creativity to meet the challenge of maintaining knitwear supremacy. Trends shown recently in Europe indicate this challenge is being met -- and met well.

The acceptance of year-round T-shirt dressing inspires development of the tunic and tube shapes in knits. A new generation of crunchy sweater knits in lightweight, new yarn and stitch combinations -- many resemble wovens -- provide ammunition for continuing knitwear importance.

FLORENCE: Those "POOR" Pitti Knits are a trend. Italian knitters went out of their way to find unconventional "poor" fibers to combine with silk, wool and cotton. The result was a super-casual, limp look: Open work, hemp knits combined with poplin -- transparent "old tablecloth" knits (Albertina) ... Shiny -- opaque interplay combinations of jute, cord, string with silk and wool in pale mint, rose, lilac in open-work stitches (Mirsa) ... Limp, crushed rayon jacquard checkerboard, alternately sheer and opaque (Laura Aponte) ... Sophisticated, elegant singleknit T-shirt stripes in flat stitches with airy ribs -- Cottony yarns have a dry, crunchy hand (Avagolf) ... Natural cord and raffia combined with black wool and cotton for a super-spongy hand in a riot of stripes (Gibi) ... A potpourri of yarns makes a lightweight tweed effect (Stilmaglia) ... Lightweight and lacey in ecru/black, rose/green/black stripings (Pasquali).

IMPORTANT DATES

Feb. 29-Mar. 3..European Fair - N.Y.
March 1-4 ...Shoes, Leather - Athens
March 14-16..Fashion Wk.-Copenhagen
March 14-17..IGEDO - Dusseldorf
March 21-25..Fur Dealers - Milan

CREATIVE KNITWEAR BY JOHN ASHPOOL

John Ashpool, currently one of the most creative knitwear designers, is now located at I.C.A.P., s.p.a., Assisi, R.G., Italy. For his Spring-Summer collection of sweaters, separates, dresses, caftans and kimono coats, there are 4 groups: African: Linen/acrylic geometrics, sometimes combined with fine red/black/white striped knits ... Oasis: Peasant jacquard multi-shape patches with Bedouin colored vari-striped raw silk ... Primitive: Light, nubbly striped knits with suede or leather patches ... Harem: Paisley over printed raschel knits with floral panne velvet or dots.

IN ITALY: HANDBAGS MADE TO HANG, NOT HOLD

Italian handbags are now more rigid, and smaller in size, so they can hang from the waist, chained over the chest, or hung on a long beaded necklace diagonally over one shoulder in mail-carrier fashion.

THE PARTICULARS: ENVELOPES -- glossy satin Art Deco, black or colors, with linear Deco closing (Borelli) -- patent leather with asymmetric closing, brightened with gold Deco clip (Pibra) -- quilted suede, contrast stitched in diagonal stripings on dark body (Jadi Luisa) ... MINI-CLUTCH in shiny crocodile (Ventura) ... GEOMETRICS: Super-Suede TRIANGLE bordered in gold (Lidia Alfonsi) -- CYLINDRICAL gold trousses to hang by its chain from the waist (Rodo) -- perfectly RECTANGULAR tortoise and suede clutch (Gherardini).

IMPORTANT DATES

March 6-9.....Footwear Fashions - Bologna
March 10-14...Men's Fashion Assn-Chicago
March 13-16...Luggage Show - Las Vegas
March 23-26...Ready-to-Wear - Milan
Mar. 28-Apr. 1..RTW & Knits - Florence
April 3-7.....Pret-a-Porter - Paris
April 7-10....Fashion Fair - London

FASHION INTERNATIONAL • NEWS AND VIEWS OF THE INTERNATIONAL FASHION FIELD

Publisher: Ruth Finley, FASHION CALENDAR

Contributing Editors: Lee Slaughter, New York
Betty Ellen Eisler, New York
Joan Deutsch, New York
Eleonora Mutarelli, Rome

Six months subscription \$25

Published monthly by FI Publishing, Inc., 185 East 85 Street, N.Y., N.Y. 10028--(212) 289-0420

One year subscription \$39